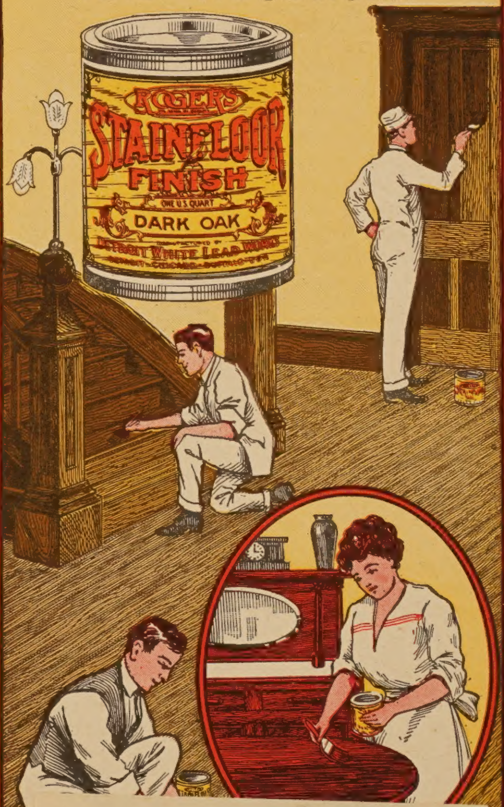
ROGERS

THE MARK OF QUALITY

STAINFLOOR FINISH

FOR FLOORS, FURNITURE AND WOODWORK


ROGERS
STAINFLOOR
FINISH
ONE U.S. QUART
DARK OAK
MANUFACTURED BY
DETROIT WHITE LEAD WORKS
DETROIT – CHICAGO – BUFFALO – ETC.

THE CHARLES OSGOOD CO.
Drugs and Paints
45 and 47 Commerce St., Norwich, Conn.

KANSAS CITY DALLAS

ROGERS STAINFLOOR FINISH

FOR FLOORS—FURNITURE—WOODWORK

ROGERS Stainfloor Finish is indispensible around an up-to-date home. The floors, woodwork, tables, chairs and other household articles after continued use become marred. You can change the entire appearance of your home and make it look cheerful by brightening up the dull places on the furniture and woodwork. A coat of Rogers Stainfloor Finish will do the work.

What is Stainfloor Finish?

Rogers Stainfloor Finish is a stain of rich color combined with a high grade durable varnish prepared ready for use, very easy to apply, flows out well under the brush leaving no brush marks. The result is a beautiful, smooth, glossy finish which does not turn white or mar readily.

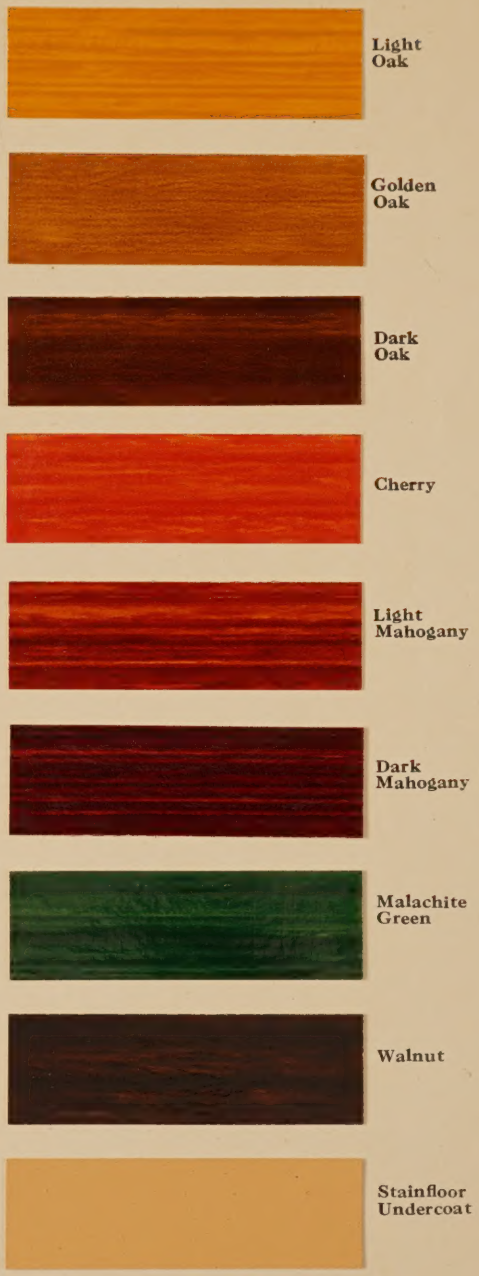
Under ordinary conditions, it will dry hard over night. Stainfloor Finish is not affected by scratches and does not show heel marks. Neither is it affected by hot or cold water as the high quality of varnish used safely protects it from these elements. It is elastic, will not crack or chip. It covers scratches and mars effectively and makes the article look as good as new.

Is Not a Paint

Paint covers and obscures the grain while Stainfloor magnifies the grain of the wood. The number of shades as shown in this color card permits splendid artistic combinations for interior finishing and when used on soft wood produce finishes closely resembling expensive hard woods. It is also an economical finish as interior woodwork usually requires two operations to complete a stained finish. In Rogers Stainfloor Finish you have the two operations combined, thus effecting a saving of time and money.

Stainfloor Finish Splendid for Floors

Floors finished with Rogers Stainfloor Finish can be washed or wiped clean with a damp cloth as often as desired without injury to the lustre or durability of the finish. By substituting Stainfloor Finish and rugs, for carpets, the task of house-cleaning is very much lightened, while the sanitary condition of the home is greatly improved. Old Floors can be made to closely resemble any of the costly hard woods. On rough, worn floors, Stainfloor Undercoat is used first before applying Stainfloor. Complete directions are shown on the back of this card.



Other STAINFLOOR Finishes

Aluminum Enamel
Floor Crack Filler
Flat Finish Varnish
Flat White
Gloss Black Enamel
Ground Color
Gold Enamel
Pure White Enamel
Screen Enamel Black
Stove-Pipe Enamel
Transparent (Clear Varnish)
Velvet Black

ROGERS STAINFLOOR FINISH

FOR FLOORS—FURNITURE—WOODWORK

Stainfloor Undercoat and Ground Color

This is used as a priming coat on rough, worn surfaces or where it is necessary to change from a darker color to a lighter shade. One or two coats are applied as required, over which one or two coats of Stainfloor will give a highly satisfactory finish.

Stainfloor Transparent

A high grade clear varnish for floors, woodwork, furniture, linoleum or oil cloth. This is used as a finishing coat over Rogers Stainfloor Finish in the colors, or where a clear finish is desired.

Stainfloor Gloss Black Enamel

For use where a high gloss black finish is desired on wood or metal surfaces of any kind. Will withstand outside exposure.

Stainfloor Velvet Black

A black that dries with a velvet finish and is used extensively for picture frames, moulding, grates, etc.

Stainfloor Flat White

Produces a flat white finish on woodwork for walls and ceilings. Can also be used successfully as an undercoat for gloss enamel.

Stainfloor Pure White Enamel

A high gloss enamel for furniture, woodwork, bath rooms, kitchens, etc. Produces a durable, pure white, sanitary finish.

Stainfloor Screen Enamel Black

For use on wire screens and frames. It does not clog the mesh of the screen.

Stainfloor Stovepipe Enamel

A gloss black finish for stovepipes, stoves, gas plates, hot air registers, etc.

Stainfloor Flat Finish Varnish

When applied over a gloss varnish, produces a rubbed effect so desirable on furniture and, in some cases, woodwork.

Stainfloor Aluminum Enamel

A high grade Aluminum Bronze — can be mixed as used. Put up in five sizes.

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STAINFLOOR
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FOR FLOORS—FURNITURE—WOODWORK

Stainfloor Gold Enamel

A gold bronze and liquid separate so that it can be mixed fresh for use. Put up in five sizes.

Rogers Stainfloor Crack Filler

For the filling of cracks, crevices or knot-holes before Stainfloor Finish is used.

Directions for Using Rogers Stainfloor Finish

Stir thoroughly and apply with varnish brush; allow from 36 to 48 hours between coats; be sure the surface to be finished is free from dust, dirt and grease, and thoroughly dry; sandpaper all rough places.

Open-grained woods, such as Oak and Ash, not previously used, should be filled with PASTE Wood Filler, and allowed to dry thoroughly before applying **Stainfloor. Never use liquid wood filler on floors.**

Care should be taken to have the surface as smooth and uniform as possible. If the floor has been previously painted and partly worn off, or is very rough, apply a coat of **Stainfloor Undercoat** before using the **Stainfloor Finish. Stainfloor Undercoat** is made especially for this purpose, and gives better results than any other primer or paint.

To lighten a floor painted in dark colors, repaint with **Stainfloor Undercoat,** and then finish with the desired shade of **Stainfloor.**

The removal of the old paint or varnish, if desired, can be accomplished by the use of **Rogers Ab-lu-ent** (Paint and Varnish Remover).

Transparent Stainfloor will not change the natural color of the wood. **Dark Oak or Walnut** will hide all discoloration on an old floor.

Two coats of **Rogers Stainfloor Finish,** applied just as the material comes in the can, will produce a pleasing surface. Three coats will give to any floor however soft or porous, a full lustrous finish.

Stainfloor dries hard and smooth and is of such nature as to hold the dirt on the surface, from which it can easily be removed with a damp cloth. Cheap Soap and Ammonia have a tendency to destroy the lustre, and should not be used on a finished surface.

Stainfloor, when applied in accordance with instructions, will produce a tough, durable and elastic finish wich will not crack, chip or show heel-marks and is not affected by hot or cold water. It can be used with equally good results on Wainscoting, Woodwork, Furniture, Doors, Window Sills, Oil Cloth, Linoleum, etc.

CAUTION—In using STAINFLOOR, apply with the grain, that is, lengthwise with the boards, and finish a given number of boards right through before starting more, say 3 to six at a time; this will prevent laps. The first coat strikes in more rapidly than succeeding coats, and should be brushed out very thin. For first coat on Hard Maple or Southern Pine, reduce about one-third with turpentine.

Stainfloor Finish is put up in the following sizes: ¼ Pints, ½ Pints, Pints, Quarts, Gallons.

OUR PRODUCTS

Rogers Paints—Machine Made—A standard and unsurpassed line of prepared house and building paints.

Rogers Fadeless Green—Non-fading, durable, beautiful and economical. Made in six shades.

Rogers Barn Paint—Bright Red, Barn Gray, Big Four Yellow. A good quality barn paint of very desirable color.

Rogers Factory Building Paint—For use on factories and similar buildings. In five shades including white.

Rogers Roof and Bridge Paint—A paint of excellent protective value. Made in four shades. For use on either wood or metal surfaces.

Rogers Graphite Paint—For painting metal surfaces.

Rogers Sanitary Enamel—Made especially for interior use. A paint and an enamel combined.

Rogers Wall-Tona—A beautiful flat finish for interior walls, ceilings and woodwork.

Rogers Creo-Stains—Commonly called Shingle Stains. In all the best shades.

Rogers Reliable Roof Paint—A liquid paint for general use on iron, steel, tin, wood, felt, paper, canvas.

Rogers Inside Floor Paint—Tough and durable; dries with a gloss; for inside floors.

Rogers Porch and Deck Paint—Made especially for outside use. Very durable.

Rogers Stainfloor Finish—A combination stain and varnish finish, for floors, furniture and all interior woodwork. The best floor and wood finish made.

Rogers Floor-Crack Filler—For filling crevices, knotholes, etc., in floors, woodwork, etc.

Rogers Prepared Wax (Liquid and Paste)—For polishing floors, interior woodwork and mission furniture.

Rogers Floor-Brite—For cleaning, brightening, polishing and renewing the finish on floors.

Rogers Aluminum Enamel—For general use on radiators, gas ranges, stoves, steam-pipes, letter-boxes, ornamental iron work, etc., etc.

Rogers Furniture and Automobile Polish—For cleaning and polishing all varnished surfaces.

Rogers Family Paints—For flower-pots, toys, chairs or any other household article. Made in desirable shades.

Rogers Enamels—For decorating articles of furniture, bric-a-brac, etc. Made in many shades.

Rogers Bath-Tub Enamel—For bath-tubs and bath-room walls. Gives porcelain finish to old bath-tubs.

Rogers Stove-Pipe Enamel—For stove-pipes, coal scuttles, grates, etc. Will withstand high heat.

Rogers Automobile and Carriage Paints—For painting automobiles, carriages, sleighs, boats, etc.

Rogers Automobile and Carriage Top Dressing—For auto and carriage tops and all patent leather parts.

Rogers Wagon Paints—For wagons and implements.

Rogers Screen Enamel—For painting frames and wire of window and door screens, black, screen green and aluminum.

Rogers Porch and Lawn Furniture Enamel—For porch and lawn-seat furniture (wood or metal), swings, iron fences, etc.

Rogers Cycle Enamels—For re-enameling bicycles. Made in all desirable colors.

Rogers Blackboard Slating—For blackboards; black and dark green.

Rogers Oil Wood Stains—For staining new wood; a master painter's product.

Rogers Gold Paint—For gilding picture frames, radiators, etc., and for general household decorating.

Rogers Varnish Stains—A perfect stain and varnish combined; for old or new work, furniture, etc.

Linseed Oil Soap—A linseed oil soap for cleaning painted and varnished surfaces.

Rogers Ab-lu-ent—The best paint and varnish remover manufactured. Removes old paint and varnish and leaves surface in good condition for refinishing.

Rogers Automobile Specialties—Consist of Carbon Solvent, Auto-Top Dressing, Auto Bras-Shine, and Auto-Brite; are indispensable to automobile owners.

Rogers Motor Boat Finishes—For general use on motor boats, row boats, canoes, etc.

VARNISHES

Rogers Detro Varnishes—Four leading varnish specialties for master painters and architects.

Rogers Red Seal Varnishes—A special varnish for every purpose.

Rogers Fine Carriage Varnishes—For finishing automobiles, carriages, buggies, etc.

THE CHAS. OSGOOD CO.
DRUG & PAINT JOBBERS.
45 & 47 COMMERCE ST.
NORWICH, CONN.

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